Program Descriptions

Spring 1943

ARCHIVAL QUALITY
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TYPICAL WEEKLY PROGRAM SCHEUDULE AND DESCRIPTION

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: ARROW NEWS BROADCAST

DATE OF BROADCAST: MONDAY TIME: 5:45

SPONSOR: Arrow Shirt Company

ANNOUNCER: ~~FIEL~~# Finley. Announcer scheduled for RED HOT &BLUE used here

ENGINEER: Logan. Same announcer and monitor as regularly scheduled.

PARTICIPANTS: Essential to this program was the heeler assigned to gather the news used on this program. This individual stationed himself in the heeler room of the News and took any new material that had come

PROGRAM DESCRIPTION: in over the backs of the News heelers. The rest of the news used on this programwas gleaned from the previous morning's News, only those articles and annoucments that were still "live" being used. The program started with a transcription furnished by the sponsor, and several commercials also furnished by him. There was also a standard ending, used in conjunction with an end commercial again ### furnished by the sponser. Note- a good annoucer is highly desirable on this program.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: BARRELHOUSE, BOOGIE WOOGIE, and BLUES

DATE OF BROADCAST: THRICE WEEKLY TIME:

SPONSOR: NONE

ANNOUNCER: WILLIAM HANWAY

ENGINEER: LEO GRAYBILL

PARTICIPANTS: HANWAY AND RECORDS

PROGRAM DESCRIPTION: A fifteem minute program of recorded music of the barrelhouse, boogie-woogie, and blues type. During the course of the program there would be a "mystery tune" --the first person to call in the correct title and band leader and the first person to come up to the studio with the same information received a free record at David Dean Smith's Record Shop. Very popular.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEK'S PROGRAM SCHEDULE AND DESCRIPTION

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: CAMPUS HEADLINES

DATE OF BROADCAST: MONDAY TIME: 9:00

SPONSOR: MONARCH LAUNDRY*OTHERS

ANNOUNCER: Assigned

ENGINEER: Assigned

PARTICIPANTS: Two announcers. One of these introduces the program and reads the commercial; the other reads the news. Standard opening and closing in the standard script book- commarcials supplied by the advertis-

PROGRAM DESCRIPTION: -er. This is the best prepared of the WOCD news broadcasts, since the news is entirely new- material having been gathered by a heeler whose job it id to get that news in the heeler's room of the News. Program closes with a standard ending in the script book. Two mikes are used.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: CAMPUS HIT PARADE

DATE OF BROADCAST: WEEKLY TIME:

SPONSOR: NONE

ANNOUNCER: LEONARD SHAVER

ENGINEER: LEONARD SHAVER

PARTICIPANTS: SHAVER AND RECORDS

PROGRAM DESCRIPTION: Shaver would collect votes by means of a poster in Yale Station. Would play the highest eight or nine tunes.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEKLY PROGRAM SCHEDULE AND DESCRIPTION.

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: CODE CLASS

DATE OF BROADCAST: MONDAY TIME: 7:30 P.M.

SPONSOR: Unsponsered

ANNOUNCER: LOW. Heeler-WEIRDSBURG

ENGINEER: JONES. Heeler- Widebottom

PARTICIPANTS: Essential to this program was an individual who could send accurate and slow Morse code. The purpose of the program was to give the University an opportunity to learn code by sound and not

PROGRAM DESCRIPTION: by the visual system. The program opened with a####### standard script; after which the code instructor took over the entire program in Studio B, using mike 4 for the verbal work, and a code key attached to mike 5 output circuit. The code sent started at a very slow rate at the beginning of the year, but increased in speed as the listeners acquired proficiency. During the initial broadcasts, the alphabet was sent at the beginning of each program.

PROGRAM CONTINUITY: This program rated very low in popularity polls. It was continued, however, mainly because it gave the station a point

COMMERCIAL CONTINUITY: to argue from with the University- our part in the war Would personally not recommend it for continuation after the war. bar-

DIRECTOR: ring unusual circumstances.

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: DESIGN FOR STUDY

DATE OF BROADCAST: NIGHTLY TIME: 10:15

SPONSOR: NONE

ANNOUNCER: NONE DURING BROADCAST

ENGINEER:

PARTICIPANTS:

PROGRAM DESCRIPTION: A forty-five minute (later one hour) program of light music uninterrupted by announcements. One of the most popular programs ever begun. Has run for very long time.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: GULLIBLE'S TRAVELS

DATE OF BROADCAST: MONDAY TIME: 8:30

SPONSOR: --------

ANNOUNCER: Dave Piel

ENGINEER: Assigned

PARTICIPANTS: Dave Piel. A one man show. One of our few efforts to produce a humor show with locql talent. Piel is gifted with the ability to do quite good imitations, and bases a great deal of the show on

PROGRAM DESCRIPTION: this talent. He sometimez accompanies his show with other bits of Yale talent such as quartets or piano players, and with humorous records. A show dependant entirely on Piel- could not be done by anyone who ~~had~~ did not talents in this particular line.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: HALF HOUR BEFORE MIDNIGHT

DATE OF BROADCAST: SUNDAYS TIME: 11:30 PM

SPONSOR: HUSON LUMBER CO. (for six weeks)

ANNOUNCER: Dick Low

ENGINEER: John Gregory or Jim Hamilton

PARTICIPANTS: The Studio Players--a group of actors and actresses who did all of the dramatics over WOCD. Girls came from the Drama School. Was fairly popular. Plays were of

PROGRAM DESCRIPTION: the mystery type--some supernatural plays. Plays directed by Dick Low and Leonard Shaver.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: JAZZNOCRACY

DATE OF BROADCAST: WEEKLY TIME:

SPONSOR: NONE

ANNOUNCER: JOHN WELLS

ENGINEER:

PARTICIPANTS: WELLS AND RECORDS

PROGRAM DESCRIPTION: A program similar to MEET THE BAND with an analysis of good jazz music on records. Wells knew his business. Fairly popular.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: JOHNSON CAMPUS QUIZ

DATE OF BROADCAST: MONDAYS TIME:

SPONSOR: JOHNSON CLOTHING CO.

ANNOUNCER: RAMSAY WILSON--M.C.

ENGINEER: Donworth

PARTICIPANTS: Various members of the Yale organizations such
as the Banner, News, Litarary Magazine, etc. Quite informal
and dealt with questions of a more advanced nature--questioms
PROGRAM DESCRIPTION: usually came in series. That is, a group
of questions about the same subject. Was fairly popular--
especially when Big Men On The Campus were obtained. A little
bawdy at times.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: LANGUAGE CLASSES

DATE OF BROADCAST: SUNDAYS TIME:

SPONSOR: NONE

ANNOUNCER: VARIOUS ANNOUNCERS

ENGINEER:

PARTICIPANTS: Students having lived in foreign countries, language instructors in the university, etc. The languages given were French, Spanish and German. Not too successful.

PROGRAM DESCRIPTION: The main difficulty seemed to be getting people to do the broadcasts. Not popular with the students.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: LET'S TALK IT OVER

DATE OF BROADCAST: THURSDAYS TIME:

SPONSOR: NONE

ANNOUNCER: RICHARD STIMSON

ENGINEER:

PARTICIPANTS: STIMSON AND GUEST

PROGRAM DESCRIPTION: Stimson would obtain some university official or person of note and interview him on a timely subject of interest to students. Good program. In order to have a successful program, though, it is necessary to have a good announcer who will draw out the guest and let him do most of the talking.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEKLY PROGRAM SCHEDULE AND DESCRIPTION

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: [illegible] MAN ABOUT TOWN

DATE OF BROADCAST: MONDAY TIME: 8:15 P.M.

SPONSOR: ---------

ANNOUNCER: Dick Stimpson

ENGINEER: Assigned

PARTICIPANTS: Dick Stimpson& guest. This program is Stimpson's brain child. Actually, anyone with a facility for conducting interviews could handle it quite adequately. The idea behind the pro-

PROGRAM DESCRIPTION: gram is to interview a campus personality over the air. Such individuals as Fi-Buck, the head of the Student War council and others have been on this program. The interview should be fairly well rehearsed in order to get the timing right. As in all programs of this type, two mikes are used, so arranged that the interviewer and interviewee talk at each other and not at the mikes. This leads to a better and more convincing interview.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: MARCH MILITAIRE

DATE OF BROADCAST: NO SPECIAL TIMES Tue TIME: 8:30

SPONSOR: NONE

ANNOUNCER:

ENGINEER: Donworth

PARTICIPANTS:

PROGRAM DESCRIPTION: A quarter hour program of recorded march music featuring various well-known march bands. Uninterrupted music.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: MEET THE BAND

DATE OF BROADCAST: WEEKLY TIME:

SPONSOR: NONE

ANNOUNCER: LARRY TOLAN

ENGINEER:

PARTICIPANTS: TOLAN AND RECORDS

PROGRAM DESCRIPTION: An analysis of good swing music on records. Tolan would discuss briefly the players and their method of playing. Fairly popular.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEKS PROGRAM SCHEDULE AND DESCRIPTIONS.

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: NEWS (F.M.)

DATE OF BROADCAST: MONDAY TIME: 8:00 P.M.

SPONSOR:

ANNOUNCER: ----------

ENGINEER: ----------

PARTICIPANTS: ----------

PROGRAM DESCRIPTION:

The only thing required to do to broadcast this progpam is to give the F.M. standard pickup (standard script book), and then join the facilities of #### W65H by connecting the FM plug on the panel in the control boom to one of the mike input channels and contoling the volume through the gain control on this mike input channel. It is wise, naturally? to make as smooth a pick-up as possible, and best results can be obtained by auditioning the FM before making the pickup. It must be emphasized that it is highly undesirable to allow the W65H station break to come over our air. TIMING is the essential factor in the entire proceedure.

PROGRAM CONTINUITY:

At the end of the program, the standard FM break-off script is given. Again, every effort should be made to avoid the W65H break, make the break smoothly, and watch the timing generally.

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: QUARTERBACK CLUB

DATE OF BROADCAST: MONDAYS TIME:

SPONSOR: NONE

ANNOUNCER: WHITMORE

ENGINEER:

PARTICIPANTS: Different Yale coaches or players

PROGRAM DESCRIPTION: A post-mortem on the preceding Saturday's football game. Whitmore and the coach or players would talk over the game--trying to figure out why they won or lost. Fairly popular.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: RECORD ROUNDUP

DATE OF BROADCAST: NO SPECIAL TIMES TIME:

SPONSOR: NONE

ANNOUNCER:

ENGINEER:

PARTICIPANTS: Recorded program of popular and hot music.

PROGRAM DESCRIPTION:

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEKLY PROGRAM SCHEDULE AND DESCRIPTION

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: RED HOT AND BLUE

DATE OF BROADCAST: MONDAY TIME: 5:00-6:00 P.M.

SPONSOR: Program hardly ever sponsored as a whole. Frequent use of spots on this program.

ANNOUNCER: Finley. Heeler- Blumenthal

ENGINEER: LOGAN. Not necessary to have a separately assigned monitor.

PARTICIPANTS: THe way this program was run is similar in many ways to the technique used on the Yawn Club. There were usually enough members at the station to premit the use of a member in the position of monitor and annoucer.

PROGRAM DESCRIPTION: The outstanding difference between the operating of this program and the Yawn Club was that the records were not selected arbitrarily, but were taken from the Record List, previously prepared by the Record Department. For further information on the Record List, see the part of this paper devoted to it. The program had a theme- "Well git it"-.and started by the playing of this theme and a, standard opening script. From then, announcements were made ad lib giving the name of the record and other such information.

PROGRAM CONTINUITY: The program consisted of 4 quarter hours, each devoted to a particular orchestra. Commercials were inserted between records and at the quarter hours.

COMMERCIAL CONTINUITY: A news broadcast, sponsored###, was inserted at 5:45. See sheet devoted to this program. A"Lost and Found" program

DIRECTOR: was inserted at 5:40- containing lost and found notes submitted

REMARKS: to WOCD#,without Charge, by the University. This program was not particularly successful.

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: SATURDAY SWING

DATE OF BROADCAST: SATURDAYS TIME: 4:00-6:00

SPONSOR: NONE

ANNOUNCER:

ENGINEER:

PARTICIPANTS:

PROGRAM DESCRIPTION: Two hour program of recorded music. Requests by phone asked for and obtained. Very popular on week-ends when~~e~~ there was a game at Yale.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: SONGS FOR MUSIC LOVERS

DATE OF BROADCAST: WEEKLY TIME:

SPONSOR: NONE

ANNOUNCER: HEW CONWAY--LATER; DAVID PIEL

ENGINEER:

PARTICIPANTS:

PROGRAM DESCRIPTION: A burlesque on the symphony program. Script would rant and rave about the quality of the forthcoming selection--its musicians--the etherial beauty, etc., etc. just in the manner of the Symphony Hall scripts. Then a sizzling hot and fast swing record would be played. Good program. Must have an excellent script writer.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: SPORTS EVENTS

DATE OF BROADCAST: WHENEVER AN EVENT TIME:

SPONSOR: NONE

ANNOUNCER: WHITMORE? WITHERBEE, TOLAN, MALKIN, BABBIDGE

ENGINEER:

PARTICIPANTS:

PROGRAM DESCRIPTION: There were broadcasts of ~~football games,~~ baseball games, basketball games, and hockey games. All announcers were good and the broadcasts were listened to by many.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: SYMPHONY HALL

DATE OF BROADCAST: NIGHTLY TIME: 11:00 PM

SPONSOR: NONE

ANNOUNCER:

ENGINEER:

PARTICIPANTS:

PROGRAM DESCRIPTION: An hour program of popular symphonies. Programs were arranged by William Cox and later by Will Waring. Albums were obtained from private sources, the Pierson Library, and the Calhoun Library. Program was very popular. Has been running for very long time .

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEKS PROGRAM SCHEDULE AND DESCRIPTION

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: TIN PAN ALLEY

DATE OF BROADCAST: MONDAY NIGHT 9:05 TIME: 9:05

SPONSOR: Formerly David Dean Smith

ANNOUNCER: As assigned

ENGINEER: As assigned

PARTICIPANTS: This program is another using canned music; however, owing to the length of time which this program has been presented, it has come to be regarded as a sustaining program of

PROGRAM DESCRIPTION: major importance. Formerly, a script was prepared for each broadcast, however, recently, it was decided that it was unnecessary to continue this practice. This decision coincided with D.D.S.'s refusal to continue to sponsor the show. The records for the program are chosen ahead of time by the heeler assigned to Records that particular week. The studio set up is identical to that used on all other re-

cord programs

PROGRAM CONTINUITY: cord programs. An effort is made to make this show better than most however, due to its rather popular time.

COMMERCIAL CONTINUITY: There is an opening theme repeated at the end. At the moment, there is no opening or closing announc-

DIRECTOR: ment. This should be added, in the opinion of this

REMARKS: writer.

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: TREASURY STAR PARADE

DATE OF BROADCAST: NO SPECIAL TIMES TIME:

SPONSOR: NONE

ANNOUNCER: TRANSCRIBED

ENGINEER: TRANSCRIBED

PARTICIPANTS: TRANSCRIBED

PROGRAM DESCRIPTION: A series of transcriptions sent out free by the Treasury Department for sustaining use. Fifteen minutes in length. War bond commercials. Usually featured the music of a leading swing band--popular vocalists--or a good drama of the war.

PROGRAM CONTINUITY:

COMMERCIAL CONTINUITY:

DIRECTOR:

REMARKS:

TYPICAL WEEK'S PROGRAM SCHEDULE AND DESCRIPTIONS.

YALE BROADCASTING SYSTEM

WOCD

BROADCAST RECORD

PROGRAM: YAWN CLUB

DATE OF BROADCAST: MONDAY TIME: 7:00 A.M.

SPONSOR: This program was never sponsored, except for occasional "spots".

ANNOUNCER: BIZEN. Heeler- MARCHANT.

ENGINEER: *********************

PARTICIPANTS: It will be noted that there is no seperate engineer assigned to this program. This is because of the nature of the broadcast. It was an early morning recorded show, with no formal

PROGRAM DESCRIPTION: script of any kind. The announcer and his heeler ad libbed the announcements, and made their own selection of records. The program started with its own theme, then swung right into the show. If# desired, early news programs can be inserted in this program- read directly from that morning's News. Polls showed this program to stand low on the popularity poll- but the program was continued all the same.

PROGRAM CONTINUITY:

Theme-" EARLY MORNING BLUES# "

COMMERCIAL CONTINUITY: Commercials, when inserted, were those of the 30 second or minute spot type. Usually only inserted at periods of great volume of commercials- end and beginning of term.

DIRECTOR:

REMARKS: ~~The progam was usually broadcasr from the control room using mike 6. However, if the heeler were capable of handling~~ the monitoring himself, mikes 1,2,3, were used in Studio A.